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## What is claimed is:

1. A method for enhancing cytotoxicity elicited by a therapeutic antibody in vivo in a subject, which method comprises disrupting activation of SHIP by Fc-gamma-receptor IIB (FcγRIIB).

- 2. The method according to claim 1, wherein the SHIP activation by FcγRIIB results from antibody binding to FcγRIIB.
- 3. The method according to claim 2, wherein antibody binding is inhibited by a competitive inhibitor.

4. The method according to claim 2, wherein antibody binding is inhibited by modifying the Fc portion of the antibody to reduce its affinity for FcγRIIB.

- 5. The method according to claim 1, wherein SHIP activation by FcγRIIB is disrupted by inhibiting the expression of FcγRIIB.
- 6. The method according to claim 5, wherein FcγRIIB expression is disrupted with an antisense nucleic acid specific for the γIIB chain mRNA.
- 7. The method according to claim 5, wherein Fc $\gamma$ RIIB expression is disrupted with an intracellular antibody specific for the  $\gamma$ IIB chain.
- 8. The method according to claim 1, wherein SHIP activation is inhibited by an inositol phosphatase inhibitor.
- 9. The method according to claim 1, wherein SHIP activation is inhibited by inhibiting SHIP expression.

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10. The method according to claim 1, wherein the antibody is an anti-tumor antibody.

- 11. The method according to claim 10, wherein the antibody is specific for a tumor cell growth receptor.
- 12. The method according to claim 11, wherein the antibody is specific for a HER2/neu growth factor receptor.
- The method according to claim 11, wherein the antibody is specific for a CD20 B cell antigen.
- 14. The method according to claim 1, wherein the antibody binds to human activating Fc receptors.
- The method according to claim 14, wherein the subject expresses human Fc receptors.
- 16. An antibody with a variant Fc region, which antibody binds FcγRIIB with reduced affinity.
- 17. The antibody of claim 16, which binds activating Fc-receptors with at least the same affinity as wildtype antibody.
  - 18. The antibody of claim 16, which is an anti-tumor antibody.
- 19. The antibody of claim 18, which is specific for a tumor cell growth receptor.

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20. The antibody of claim 19, which is specific for a HER2/neu growth factor receptor.

21. The antibody of claim 19, which is specific for a CD20 B cell antigen.